

Las Vegas Chamber of Commerce Business Voice

A Member Publication

February 2009 | Volume 29 Number 2

Routing Slip

Please share *The Business Voice* with others

☐ _____
☐ _____
☐ _____
☐ _____

What's Inside

"Free" legal assistance and other Chamber news

4

Alternative financing options for small business

6

BIZ Alerts: Ten ways to improve cash flow

8

Chamber launches its "Green" initiative

14

February calendar of events

16

www.lvchamber.com

Chamber unveils legislative reform agenda

The 2009 Nevada State Legislative is in session and the Las Vegas Chamber of Commerce is in Carson City for the 120-day session, prepared to give the Southern Nevada business community a strong voice in these tumultuous economic times. The Chamber is at the State Capitol with a set of reform priorities aimed at providing our state with a sustainable path to long-term fiscal stability. The Chamber's priorities come after it commissioned a series of fiscal analysis reports completed by Jeremy Aguero of Applied Analysis and Guy Hobbs of Hobbs, Ong & Associates. The purpose of these reports was to help determine where taxpayer dollars are currently being spent and to provide a factual foundation from which the Chamber can make informed public policy recommendations.



The first set of reform priorities is based on the facts presented in the report that examined the Public Employees' Retirement System (PERS). The report revealed that the retirement system is only 77 percent funded, leaving a \$6.3 billion unfunded liability, and placing the state in the bottom third of the nation in terms of funding level. The report stated that "large underfunded long-term liabilities put future budgets at risk, potentially affecting state funding for education and health care."

The report also found that PERS is one of the most generous public employees' retirement systems in the nation due to the combination of the following:

- Nevada's contribution rates of 20.5 percent of salary for regular employees and 33.5 percent of salary for fire and police employees rank as the nation's 2nd and 3rd highest, respectively.
- After between 28 and 30 years of service for regular employees, 25 years for police and fire, PERS guarantees public employees a pension of at least 75 percent of their highest three years of salary per year for the rest of their lives.
- Nevada PERS has one of the highest "service credits," otherwise known as a "formula multiplier," in the nation at 2.67, effectively increasing benefits and/or decreasing the service time required to receive full benefits.

Priority 1

Reform priorities with regard to PERS: support legislation that redefines "compensation" for the purposes of benefit calculations; increases the number of years used to calculate final average salary for the purposes of benefit calculation; caps annual increases, for purposes of benefit calculation; lowers the benefit factor, increasing the number of years an employee must work to receive full benefit; establishes a minimum age for retirement benefit collection; and restricts benefit enhancements until the plan has no unfunded liability.

Priority 2

The Chamber's second set of priorities is a result of the fiscal analysis report on the Public Employees' Benefits

continued on page 26



We're taking steps that will help
shrink Nevada's carbon footprint.



That includes investing more in energy efficiency and conservation programs, as well as developing more renewable energy resources here in our state, like solar, wind and geothermal. Because Nevada needs more than a power company. We need a vision for our energy future. For further steps we can all take, go to NVEnergy.com.



Member engagement critical to protect business interests

By Hugh Anderson, Chairman Las Vegas Chamber of Commerce Government Affairs Committee

The Nevada Legislature has convened this month for its 75th Regular Session. The Las Vegas Chamber of Commerce is in Carson City for the 120-day session on behalf of our nearly 7,000 members. Having a presence at the State Capitol is vital to protecting the way Southern Nevada does business. Chamber staff will be lobbying legislators on behalf of business, fighting for pro-job legislations aimed at safeguarding the economic vitality of our community. Advocating for the interests of the business community, however, does not happen in Carson City exclusively, especially when so much may be at stake.

This year's legislative session may prove to be the toughest in recent years. The economic crisis our state faces will bring about extremely difficult conversations, with serious solutions to be contemplated. It is for this reason that the Chamber membership must be engaged and willing to become active GRASSROOTS ACTIVISTS.

Grassroots activism is the method by which a base calls upon policymakers to act in a way that aligns

with the priorities established by the base. In terms of the Chamber and the 2009 Legislative session, it is when Chamber members contact state legislators to either advance or reject particular legislation. This year, the Chamber's success in advancing its priorities will be directly proportional to the level of engagement from our membership, or grassroots base. In order to make engagement as easy and as effective as possible, the Chamber will keep in constant contact with its members through Advocacy in Action.

Advocacy in Action is the Web-based advocacy program the Chamber uses to communicate with members. Typical communications come in the form of monthly Government Affairs e-mail newsletters, which are designed to keep members abreast of current events and trends in the world of policy and politics. Starting this month, Advocacy in Action will become a valuable tool for Chamber members to use to contact their state legislators. From now until June, Chamber members can expect to see several messages from Advocacy in Action. Every message will contain information on the

continued on page 28



Hugh Anderson

Merrill Lynch

Las Vegas Chamber of Commerce 2009 Board of Trustees

Executive Committee:

Steve Hill
Chairman of the Board
CalPortland

Hugh Anderson
Vice Chair - Government Affairs
The ABD&F Group at Merrill Lynch

Kevin Burke
Burke and Associates, Inc.

Fafie Moore
Immediate Past Chairman
& Vice Chair of Member Services
Realty Executives of Nevada

Kevin Orrock
Vice Chair - Finance
The Howard Hughes Corporation

Richard S. Worthington
The Molasky Group of Companies

Kristin McMillan
Chairman-Elect & Vice Chair
Marketing
EMBARQ

Michael Bonner
Kummer Kaempfer Bonner
Renshaw & Ferrario

Kara Kelley
President & CEO
Las Vegas Chamber of Commerce

Trustees:

Bob Ansara
Ricardo's of Las Vegas, Inc.

Robbie Graham
NTC Global Holding Group

Bruce Spotleson
Greenspun Media Group

Charles Atwood

Corey Jenkins
SAVMOR Rent a Car

Vicky VanMeetren
St. Rose Dominican Hospitals
San Martin Campus

Bob Brown
Las Vegas Review-Journal

Bart Jones
Merlin Contracting
& Developing

John Wilson
MedicWest Ambulance

Senator Richard Bryan
Lionel Sawyer & Collins

Gina Polovina
Boyd Gaming Corporation

Nancy Wong
Arcata Associates, Inc.

Tim Cashman
Foghorn Consulting

Kevin Rabbitt
GES Exposition Services

Michele Tell Woodrow
Preferred Public Relations, LLC

Doris Charles
Wells Fargo Bank

Larry Singer
Grubb & Ellis I Las Vegas

Michael Yackria
NV Energy

Cornelius Eason
Priority Staffing, USA

Member Services

Member Services:
702.641.5822

Membership Sales	586.3855
Advertising Sales	586.3812
CSE	586.3839
Government Affairs	586.3815
InfoCenter	735.1616
Member Health Benefits	586.3887
Public Relations	641.5822
YVP	735.2196

Editorial Policy:

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

The Business Voice (USPS #717-970) is published by The Las Vegas Chamber of Commerce.
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV

POSTMASTER: Send address changes to:
The Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Chamber's "Legal Solutions for Small Business" "free" assistance to members

Mark your calendars! In order to continue to provide maximum value and assist our members in navigating the difficult economic waters, beginning Tuesday, March 3, attorneys from the law firm of Holland & Hart's Las Vegas office will provide free legal counseling to Las Vegas Chamber of Commerce members. The firm's lawyers will provide counseling on commercial business transactions, employment matters, contract law litigation, intellectual property law, bankruptcy and tax laws, among other areas. These sessions will not address divorce, child custody or Chapter 13 bankruptcy.



The sessions will be held on the first and third Tuesdays of March, April and May with two, 45-minute sessions from 6:10 p.m. to 6:55 p.m. and 7:10 p.m. to 7:55 p.m. Members will be asked to complete a simple questionnaire before meeting with the attorney. This service is being provided as a member benefit at no additional cost. **Appointments are required.** For additional information, or to make an appointment, contact Member Services at 702.641.5822.

Affordable travel in 2009

The Chamber has developed a number of exciting national and travel opportunities for members in the coming year. To help you make the most informed travel decision, the Chamber is offering **complimentary** special information presentations on individual itineraries.

Tuesday, February 17

Presentation on New England, Tuscany and Danube
2:00 & 5:30 p.m.

Tuesday, March 17

Presentation on Tuscany and Danube
1:00 & 5:30 p.m.

All trip briefings will be held at the EMBARQ® Conference Center at the Las Vegas Chamber of Commerce at 6671 Las Vegas Blvd. South, Ste. 300. For more information please contact Lisa Gough at lgough@lvchamber.com or call 702.641.5822.

Chamber COO Jil Gardella retiring after 15 years of service

Jil Gardella, chief executive officer of the Chamber, will be retiring on February 27. Jil joined the Chamber in 1993 as member services coordinator and held several other leadership positions including becoming COO in 2006. In her recent role, she has been responsible for all phases of internal management, administration, finance and operations including spearheading the Chamber's relocation to Town Square. Jil has been active in several organizations and received the "Hathaway Staff Person of the Year" award in 2000 for her innovative programs and projects from the Western Association of Chamber Executives.

Chamber is traveling to Washington, D.C. to fight the Employee Free Choice Act

The Employee Free Choice Act or Card Check, is the number one **JOB-KILLING** piece of federal legislation the business community is facing this year. The Las Vegas Chamber of Commerce is leading a delegation of business leaders to Washington, D.C., March 2-4, 2009 to meet with our community's federal policymakers and urge them to **OPPOSE** Card Check. Your participation is crucial.

If passed, Card Check will: clear the way for unions to organize your workplace without a secret ballot election; keep you from discussing the harsh impact the process would have on everyone, including your employees themselves; and force the decision of a federally-appointed arbitration panel upon you if no agreement on terms is reached within 120 days.

March 2-4, 2009 is your chance to meet, face-to-face, with our federal legislators and tell them to **STOP** the EMPLOYEE FREE CHOICE ACT. Please call the Chamber's Government Affairs department with any questions and to sign up for this timely and critical trip to Washington, D.C. at 702.586.3815.

Chamber's affordable marketing helps promote your business

As every savvy small business owner knows, a slow economy is no time to cut back on marketing and promotion efforts. That's why the Chamber wants you to know about its targeted and affordable advertising products designed to help members put their businesses front-and-center of key decision makers Valley-wide.

Membership Mailing Lists: Your company can harness the power of the Chamber by sending your promotional literature and advertisements to the key people at every member business. The list of more than 7,000 member businesses is updated daily to ensure you always receive the most accurate and up-to-date information available. We'll also connect you

continued on page 22



2009 Travel Opportunities

Cruise the Bays and Railways of New England

Trip Date: August 8 – 17, 2009
Registration/Deposit Deadline: March 8, 2009
Final Payment Deadline: June 9, 2009
Price: \$2,899 based on double occupancy
Deposit Amount: \$100
Cancellation Waiver (Optional): \$140

Discover Tuscany

Trip Date: October 1 – 10, 2009
Registration/Deposit Deadline: April 1, 2009
Final Payment Deadline: August 1, 2009
Price: \$3,599 based on double occupancy
Deposit Amount: \$200
Cancellation Waiver (Optional): \$250

Christmas on the Danube

Trip Date: December 5 - 13, 2009
Registration/Deposit Deadline: April 5, 2009
Final Payment Deadline: October 6, 2009
Price: \$2,999 based on double occupancy
Deposit Amount: \$250
Cancellation Waiver (Optional): \$235

Diversified
Publications
to Serve a
Diversified
Population!



reviewjournal.com

Venture Capital and Angel investors offer promising financial alternatives for small businesses

By Dave Archer, CEO, NCET - Nevada's Center for Entrepreneurship and Technology

During the past several months we've looked at the pros and cons of debt-based alternative lending sources, including use of personal savings, peer-to-peer lending, home equity and credit-card financing. In this issue, we'll delve into equity financing options including angel and venture capital investing. The term "equity investment" typically refers to the investment of funds by individuals, groups or investment funds in exchange for partial ownership ("equity") in the company. The investors hope that the value of their equity will increase and that they will be able to sell it at a significant profit.

Equity Options:

Angel Investors:

Angel investors are people - often successful entrepreneurs and small business owners - who invest in high risk / high reward businesses and are often interested in sharing their experience and expertise with other entrepreneurs. Angel investing has been on an upswing since 2003. Ernst & Young says the

number of angel investment groups in the U.S. has more than doubled since 2000.

Angel investors often invest a total of \$25,000 to \$50,000 each year, and aggregate these individual investments with other members of their angel group to make total investments in a particular company in the range of \$150,000 to \$1.5 million. *Forbes* is calling angel investment a "viable new alternative asset class," noting that angel groups accounted for approximately 40 percent of seed and start-up capital in the first half of 2007, representing the largest single investing group.

Venture Capital:

Venture Capital (VC) is a type of private equity funding that typically invests in early-stage, high-potential "growth" companies, often investing \$1.5 million or more per project. Venture capitalists are investing for the long-term, with investments generally made as cash in exchange for shares in the invested company.

continued on page 28

Learn to present with a purpose and engage your customer

Business Education Series

Date: Wednesday, February 11
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Program: "Presentations with Purpose"

Speaker: Darren LaCroix, World Champion of Public Speaking

Details: Cost is \$35 for Chamber members with a prepaid reservation and \$50 for non-members with a prepaid reservation. Walk-ins are \$55. www.lvchamber.com or call 702.641.5822

Sponsors: Office Depot, NV Energy



Darren LaCroix

Have you ever had to sit through a boring presentation? Have you ever given a boring presentation? Today, it's more vital than ever before that every minute you spend in front of an audience or potential customer is both memorable and effective.

The Chamber's February 11 Business Education Series (BES) program, "Presentations with a Purpose," will change the way you look at and deliver presentations for the rest of your professional career.

Darren LaCroix, The World Champion of Public Speaking, outspoke 25,000 contestants from 14 countries to win that title. Since that victory, LaCroix has traveled the world, demystifying the process of creating a powerful speech. During his BES presentation, you'll learn his secrets for becoming a powerful and effective speaker, connecting with customers in such a way that they act on your message. If you're looking for an edge in today's competitive marketplace, this is one BES program you don't want to miss!

For details on future BES programs, visit www.lvchamber.com. Business Education Series, now its 11th year, is focused on providing practical strategies to help business owners succeed in today's economy. This affordable morning series offers ready to use information and excellent networking opportunities. ■



invites you to "Get in the Mix"

Vegas Young Professionals (VYP) is attracting youthful business owners, fresh management talent and up-and-coming supervisors who are interested in making a difference in our business community. If you are 21-39 years young, you're in!

Gain access to:

Fusion Mixers where you can network in some of Vegas' most elite venues

BLTs (Bigwig Lunch Times), monthly luncheons with special guest speakers

Excursions which are group networking community tours

Call **702.735.2196** or log on to our website **www.vegasyp.com** for more information.



www.vegasyp.com

Ten ways to improve cash flow now

By Valerie Martinet, District Manager - NV, licensed QM for GreenFlag Profit Recovery by Transworld Systems, Inc.

When a business provides a product or service, it has a right to expect to be paid on a timely basis. However, anyone who's been in business a month or more has learned that prompt payment is not always the case. Often, accounts get seriously past due, or when payments are made, there are insufficient funds in the customer's account to cover a check.

1 Have a Defined Credit Collection Policy

If customers are not educated that accounts are to be paid on time, then chances are they'll pay late or sometimes not at all. Make sure that your business' terms of payment are clearly stated in writing to each customer or client.

2 Invoice Promptly and Send Statements Regularly

Many times the customer hasn't paid simply because they haven't been billed or reminded to pay in a timely manner.

3 Use "Address Service Requested"

All businesses should be aware of a special service offered by the Post Office. Any statement or correspondence sent out from a business or professional office should have the words "Address Service Requested" printed or stamped on the envelope, just below your return address in the top left corner. If a statement or invoice is sent to a customer or client who has moved without informing you of their new address, and the words "Address Service Requested" appear on the envelope, the Post Office will research this information and return the envelope to you with a yellow sticker that gives the new address or other updated information.

4 Contact Overdue Accounts More Frequently

The old adage "The squeaky wheel gets the grease" has a great deal of merit when it comes to collecting past-due accounts. It's an excellent idea to contact late payers every 10-14 days. Doing so will enable you to diplomatically remind the customer of your terms of payment.

5 Use Your Aging Sheet, Not Your Feelings

Many businesses (or well-meaning people on their staff) have let an account age beyond the point of ever being collected because he or she "felt" the customer would pay eventually. While there are a few isolated cases of unusual situations, the truth is that if you aren't being paid, someone else is. So stick to your systematic plan of follow up. You'll soon know who intends to really pay and who doesn't.

6 Make Sure Your Staff is Trained

Even "experienced" staff members can sometimes become jaded when dealing with past-due customers or clients. Make sure the staff is firm, yet courteous when dealing with them. Your collection staff could benefit from customer service training because, in effect, they must "sell" your customers on the idea that you expect to be paid.

7 Admit and Correct any Mistakes on Your Part

If you have made an error, quickly admit it and correct it. Your customer should understand that mistakes occasionally occur. Denying obvious error only fans the fire of resentment your customer may already feel.

8 Follow the Collection Laws in Your State

In many states, businesses are governed by the same collection law as collection agencies. For example, calling customers at an odd hour or disclosing to a third party that they owe you money are just a couple of the numerous collection practices that can cause serious repercussions. Call the state's department of finance, which governs and monitors collection agencies for regulations in Nevada.

9 Use a Third Party

Statistics show that after 90 days, the effect of in-house collection efforts wears off 80%. Financial resources budgeted for collection efforts should be focused within the first 90 days where the bulk of your accounts can and should be collected. From that point on, a third party can motivate a customer to pay in ways you cannot, simply because the demand for payment is coming from someone other than you. Before paying a percentage to a collection agency, or using small claims court or an attorney, check into using a fixed flat fee collection service.

10 Remember That Nobody Collects Every Account

Even by setting up and adhering to a specific collection plan, there are a few accounts that will never be collected. By identifying these accounts early, you will save yourself and your business a great deal of time and money. ■

The information presented in this article is for informational purposes only and should not take the place of professional financial consultation.



Uncertain times call for a **certain** bank.

Searching for a place to keep your funds that can weather these uncertain times?

You need look no further than **Bank of Nevada**. For fourteen years, we've held faithfully to the vision of our founders of being a strong financial resource for Nevada businesses, one based on close personal relationships with veteran local bankers. Today, Bank of Nevada is the flagship banking subsidiary of Western Alliance Bancorporation, the largest Nevada-based bank holding company with **\$5 billion in assets**. Western Alliance is one of only 80 banking companies out of 7,700 nationwide to have an investment grade rating from Moody's Investors Service or Standard & Poor's.

All of which probably sounds pretty comforting right about now.

Contact us today at
702.248.4200.



11/08

Subsidiary of Western Alliance Bancorporation

Your company's documents
are **Your business**.
Keep it that way.



Protect Your Clients Protect Yourself

DOCUMENT DESTRUCTION.

Done right. On site.

**INFORMATION
DESTRUCTION POLICY**
development assistance

HARD DRIVE DESTRUCTION.

Done right. On site.

IDENTIFY THEFT
education programs

**LV Chamber 2008
GREEN BUSINESS
of THE YEAR**



2008 Psychologically
Healthy Workplace
Award Winner

Call For a **FREE** Estimate
(702) **25-SHRED** (257-4733)
www.shredit.com/lasvegas



REACH THE PEOPLE WHO COUNT. PRINT. DIGITAL. BROADCASTS. EVENTS.

Engage with top executives and decision-makers



For more information, contact Kenya Johnson at kenya.johnson@gmgvegas.com, 702.990.2443 or gmgvegas.com

In Business LAS VEGAS

Increasing profits by eliminating leaks

In today's economy, no company can afford to be leaking profits. Unless you're always questioning, "Are we doing everything we can to keep our costs down?" your business could benefit from adopting a "No-Drip Culture."

A "No-Drip Culture" is simply the process of attending to every "leaky tap" in your business – the evergreen equipment lease that automatically renews, the contract that hasn't gone out to bid in several years, the fee structure that no longer provides the best price for your current business volume. The more you look around, the more leaks you are likely to find.



The pursuit of a "No-Drip Culture" is not difficult or complicated. It's simply about questioning every business expense. "No-Drip Culture" building is not a one-time exercise. You don't just do something once and then sit back and think "okay – done!" Rather, it's a culture that needs to be kept alive and well in your business. If actively pursued, a "No-Drip Culture" ensures that everyone in your company is

constantly checking for profit leaks. Every time a drip is discovered, no matter how small, it will be addressed.

"No-Drip Culture" is about reducing costs, not cutting out necessary and productive business tasks. By adopting a "No-Drip Culture" as a part of your business plan, the goal of saving money will permeate every part of your company and lead to increased profits.

Review your contracts not only for costs, but do they automatically renew—an "evergreen clause" that will lock you into your current prices without any opportunity to negotiate lower costs for several more years. These often kick in long before most suppliers will call to talk about your contract and relationship.

Look for consolidation opportunities. If there is a brochure or document that you produce regularly,

what savings can be had by printing either large quantities or providing your printer a forecast of how many and when. The same applies to many staple items that may be cheaper to store in your back room than pay for a delivery a week.

Here are a few guidelines for bringing a "No-Drip Culture" into your organization:

- Do not overlook any costs when looking for profit leaks. No business expense is sacred.
- Constantly ask, "Is this expense really necessary?" If your answer is "We've always done it this way," that's a sure sign of a cost that can be reduced or even eliminated altogether.
- Write down the savings you expect for a cost – then double it. Most of the time we limit our efforts to our expectations. Why be satisfied with saving 10% when you may have easily achieved a 20% savings?
- Ensure the changes you identify are implemented. Many good money-saving ideas are lost simply through a lack of action and the drip continues.
- Make sure you can measure the savings. That's the only way you can be sure you have achieved cost reductions. Reward yourself by recording the results of your efforts.

As your record grows, you will be well on your way to a "No-Drip Culture" that values adding profits to the bottom line. ■

Contributed by Bill Dean, a director in Las Vegas for Expense Reduction Analysts and a proud member of the Las Vegas Chamber of Commerce.

The views expressed in this article are opinions of the author and may not reflect the views of the Las Vegas Chamber of Commerce.



OPEN THE DOOR
TO A STABLE AND
PROSPEROUS
FUTURE.

For the past 50 years, Nevada State Bank has been an engine for business throughout Nevada. From business financing, lines of credit to treasury management and more, our trusted advisors will help you find just the right opportunities to start, grow and manage your business.

Call 1-888-507-DOOR today and open the door to your future.

NEVADA STATE BANK

THE DOOR TO YOUR FUTURE



RETAIL | SMALL BUSINESS | COMMERCIAL | REAL ESTATE | PRIVATE BANKING

www.nsbank.com



Protect your business – invest in BizPAC

The Las Vegas Chamber of Commerce will be in Carson City for the entire 2009 Nevada State Legislature. While in the capital, Chamber staff will be monitoring hundreds of pieces of legislation that may affect the Southern Nevada business community. Moreover, the reform agenda of the Chamber will be kept on the forefront of any discussion dealing with the economic outlook for our state. The Chamber's efforts are aimed at providing a sustainable path to fiscal stability.

To continue these efforts, the Chamber relies on investments to BizPAC. BizPAC is the Chamber's political action committee. Your financial support allows the Chamber to aggressively advocate for government fiscal restraint and accountability on behalf of the business community.

What can BizPAC do for you?

- BizPAC has the power to magnify the impact of your resources.
- BizPAC is able to leverage your political clout to create a strong business voice.
- BizPAC is the most effective way to support Nevada's unique pro-business environment.

The Chamber has established four levels of investment in BizPAC:

- | | |
|-----------------------|---------|
| • Political Visionary | \$1,000 |
| • Policy Driver | \$500 |
| • Grassroots Activist | \$250 |
| • Business Advocate | \$100 |

The Chamber has created a secure, online portal to invest in BizPAC. Simply go to www.lvchamber.com and click on the "INVEST" button contained in the Government Affairs portion of the web site. Remember, BizPAC is only as successful as the level of support it receives from the people whose interests it has been established to protect. The more support it has financially, the more powerful a voice it has in the community. Any investment is welcome and you can spread your business expenses monthly to assist you with your cash flow purposes.

For more information on how you can support the efforts of BizPAC, contact the Chamber's Government Affairs department at 702.586.3815. ■

Contributions to BizPAC are voluntary and are not tax-deductible for federal income tax purposes. Some nonprofit organization and agencies may be prohibited from giving political contributions. Nonprofit organizations should check with their tax preparer.

Differentiating yourself in a challenging economy with customer service excellence

In a slow economy, it's tempting to think about ways to cut costs by trimming services...but is that really the best way to keep your customers happy? Irwin

Union Bank President John Wilcox is an expert in the customer service arena and he'll share his views on customer care in a slow economy at the Chamber's Wednesday, February 18 Membership Power Luncheon. Some of the topics Wilcox will address:

- Focusing upon what you can do as opposed to what you can't do
- Instead of just saying, "no," explain what "yes" looks like
- Becoming a trusted advisor
- Quality time vs. quantity time

In addition to his leadership role with Irwin Union Las Vegas, Wilcox also serves as regional executive overseeing banking operations in Albuquerque, Salt Lake City, Carson City, Reno, Sacramento and Costa Mesa. Irwin Union Bank is a full-service bank with a 135-year heritage. As a 43-year resident of Las Vegas, Wilcox has been very involved in many aspects of the community including serving on the Las Vegas Chamber of Commerce as the Chairman of the Board of Trustees. ■

Membership Power Lunch

Date: Wednesday, February 18
Time: 11:30 a.m. Registration & networking
 Noon - 1:00 p.m. Lunch & program

Location: Flamingo Las Vegas
 3555 Las Vegas Blvd. South

Speaker: John Wilcox, President, Irwin Union Bank

Details: Cost is \$50 for Chamber members with a prepaid reservation and \$65 for non-members with a prepaid reservations. Walk-ins are \$75.
www.lvchamber.com or call 702.641.5822

Sponsors: American Family Insurance, EMBARQ, Health Plan of Nevada/United Healthcare.



John Wilcox

Save **MONEY.**

Lower Your General Liability and
Workers' Compensation Premiums

Save **TIME.**

Get a Little Help - or Complete Service

Save **LIVES!**

Because Your Safety is Priceless!

Call 565-3050 Now!



COMPLIANCE SCIENCE

*Your Workplace Safety Professionals
Because your Safety is Priceless!*

www.compliancescience.com

Your money Your life Your radio station

970^{AM}

KNUU LAS VEGAS
BUSINESS & FINANCIAL TALK

News, Traffic & Weather throughout the day

Community shows on finance and lifestyle

plus Paul Harvey, Ray Lucia, Bruce Williams & Andy Viera

Streaming on the web 24/7 970KNUU.com



We know a thing or two thousand
about insurance.

All the protection you know you need, plus some
you might have overlooked. That's the difference
American Family expertise makes. For auto, home,
business, health, life and more, all under one roof,[®]
call today.

American Family Mutual Insurance Company
and its Subsidiaries
Home Office - Madison, WI 53783
amfam.com

© 2008

003094 - Rev. 2/08

**AMERICAN FAMILY
INSURANCE**[®]

All your protection under one roof[®]

Chamber encouraging the “greening” of local businesses

The Chamber has launched a “Green Initiative” in its ongoing efforts to support environmentally-friendly business activities and increase the visibility of “going green” in the Las Vegas community. Focused on sustainability, the Chamber’s green initiative will work to assist business in meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Building sustainable businesses that thrive and grow while minimizing their carbon footprint and their overall environmental impact is a key objective. Developing “greener” business practices in Nevada is critical to our energy future. New industries, new products and ultimately new business solutions must be cultivated to ensure the Las Vegas business community stays among the leaders of the new “green” revolution.

The motivation of the Green Initiative in providing the Las Vegas business community with resources, information, tools and guidance is to facilitate the “greening” process for businesses and make them aware of long-term cost savings in many areas. Making sustainability easier is about being aware of a few key elements, and building on the success of other businesses and other organizations. It’s also about eliminating the confusion caused by “greenwashing,” a term coined for claims by certain organizations about their products or services that turn out not to be so green. Cost savings are more impressive than most people expect, and organizations also feel good about making a difference in their community and in the world we live in.

We should all be proud that the Las Vegas business community, on the whole, has taken to the idea of sustainable development. Several Las Vegas Chamber of Commerce members have undertaken “greening” strategies. Numerous plans are in the works for LEED® accredited facilities, and businesses of all sizes are implementing sustainability initiatives of all size and scope. These are signs that people across the Valley are

willing to take up a role of stewardship in sustainability, and are committed to improving the quality of life of those who come after us.

The key objectives of the Chamber’s Green Initiative are:

- Becoming a conduit for green resources to help businesses make informed decisions about making sustainability a part of their practices
- Helping businesses get started in becoming more sustainable
- Informing Chamber member businesses about the kind of sustainable changes that make the most impact for the least amount of effort
- Demonstrating how businesses can diminish their environmental footprint and save money at the same time
- Exploring ways to use green initiatives to promote their businesses from a public relations standpoint

Some great things are to come from the Green Initiative. Apart from this column on a monthly basis, it has already scheduled an event on February 24, the first-ever “Sustainability Café,” a great networking opportunity for those businesses looking to make contact with either people already heavily involved in sustainability, or those who want to learn more. The Las Vegas Chamber of Commerce is developing a “green” section on its web site, www.lvchamber.com and there is much more to come.

The learning curve for sustainability is easier than most businesses expect. With a clear sense of direction, some real numbers in terms of impacts and costs, and examples of step-by-step successes featuring individuals, businesses and organizations that have committed to become more sustainable in the Valley, the hope is that everyone will be able to build on the successes that have already taken place in the community. ■

This column was contributed by Marcel Parent is the Education & Volunteer Programs Manager at the Springs Preserve, and a member of the Las Vegas Chamber of Commerce Green Initiative.

For more information on the initiative and the Chamber’s “green” efforts, contact Lauren Boitel at lboitel@lvchamber.com or call 702.641.5822.

The views expressed in this article are opinions of the author and may not reflect the views of the Las Vegas Chamber of Commerce.



Meet, Greet and Do Business

Come experience the EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce!



Looking for a place to conduct business, meet new clients or hold your next event? The EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce is the perfect place. Conduct business in a relaxed, comfortable business environment. Catch up on e-mail, print out a proposal for your next meeting and or have coffee with a client.

The Business Center

As a member of the Las Vegas Chamber of Commerce you and your guests have exclusive access to the Business Center from 8:00 a.m. – 5:00 p.m., Monday-Friday, excluding holidays. This state-of-the-art center offers you...

- Comfortable and professional work spaces
- Free Wi-Fi access
- Complimentary coffee and refreshments
- Local and national news updates
- Rentable laptop computers
- Notary services and Certificates of Origin
- Scanning, faxing, copying and U.S. Postal Services



The EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce is the ultimate business destination.

- Cutting edge technical amenities
- Beautiful and conveniently located
- Free covered parking

For more information about the EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce contact Guest Services at 702.641.5822

The Conference Center

Hold your next meeting, seminar or host a training session in our spacious conference center. There are several spaces available, perfect for any size meeting. Our meeting facilities include...

- More than 2,250 square feet of rentable meeting space - our largest meeting space can accommodate more than 100 guests
- Multiple conference rooms of various size with the latest technology, including video-taping, teleconferencing and high-quality audio
- High-def, wall-mounted plasma display screens with HD DVD capabilities with flip-top control panels with built-in Internet connectivity for easy-to-access presentations
- Multi-media podiums wired for direct-to-screen connectivity
- Wi-Fi and hard-wired internet access available

Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Suite 300 • Las Vegas, NV 89119-3290

4

"How to Stay Up When the Economy is Down"
Free February sessions:

When: Wednesday, February 4
Wednesday, February 11
Wednesday February 18
Wednesday February 25

Time: 10:00 a.m. – 1:00 p.m.

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: SCORE, "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs in the formation, growth and success of small businesses. SCORE is offering one-hour private counseling sessions to review your business and plans and improve your business in these tough economic times. Appointments required by calling 702.541.5822



5

Business After Hours

When: Thursday, February 5
Time: 5:00 – 7:00 p.m.
Location: Pole Position Raceway, 4175 S. Arville
Details: Check out the latest trend in the go-kart arena – indoor karting! This high-energy after-hours mixer includes access to Pole Position Raceway's state-of-the-art Formula EK20 karts with speeds of up to 45 mph. Hosted by Pole Position Raceway with food and beverages provided by Memphis Championship Barbeque. There is no charge and no RSVP is required for this complimentary event – only your business card is required for entry.

Hosted by:



12

New Member Briefing - Activation Expo

When: Thursday, February 12
Time: 4:00 – 5:30 p.m.
Location: EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: New Member Briefings provide new Chamber members with an exceptional opportunity to establish relationships with other members, activate members-only benefits and discounts, and learn how to use the Chamber to leverage publicity and exposure opportunities. This complimentary event is by invitation only.

Sponsored by:



11

Chamber Voices Toastmasters

When: Wednesday, February 11
& Wednesday, February 25

Time: 10:30 – 10:45 a.m. Check-in & Networking
10:45 a.m. – 1:00 p.m. Program

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



25

17

Chamber Travel Briefing

When: Tuesday, February 17
Time: 2:00 p.m. & 5:30 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: The Las Vegas Chamber of Commerce is offering a variety of travel opportunities during 2009. This presentation will provide an overview of trips to New England, Tuscany and Danube. See details in Chamber News, page 4. These events are complimentary.

18

"How to Stay Up When the Economy is Down"
Free February workshops

When: Wednesday, February 18
& Thursday, February 26

Time: 8:00 – 8:30 a.m. Check-in & networking
8:30 – 9:30 a.m. Program

Location: EMBARQ® Business Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Speakers: Valerie Glenn, President CEO, The Glenn Group (Feb. 18) & Diane Steenman of SCORE (Feb. 26)

Details: The Chamber's free "How to Stay Up" series is an on-going effort to provide Chamber members with the tools and resources vital to operating a business in a down economy. These events are free of charge and open exclusively to Chamber members. Seating is limited and an RSVP is requested by calling 702.641.5822.

26

19

Chairman's Legislative Forum

When: Thursday, February 19
Time: 4:00 – 4:30 p.m. Check-in
4:30 – 5:30 p.m. Program

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: Meet Steve Hill, Chairman of the Las Vegas Chamber of Commerce Board of Trustees and get insight on the latest legislative issues facing business. Seating is limited so register early. This event is complimentary and open only to Chamber members.

24

Green Initiative Launch

When: Tuesday, February 24
Time: 5:30 – 6:00 p.m. Program
6:00 – 7:00 p.m. Mixer

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: Ellen Guise, Jeff D. Roberts, Deacon Taylor and Marcel Parent will be the featured speakers at the launch event for the Las Vegas Chamber of Commerce's new Green Initiative. This is a complimentary event – only your business card is required for entry.

Sponsored by:



9

Vegas Young Professionals (VYP) Toastmasters



When: Monday, February 9 & Monday, February 23
Time: 5:30 - 7:00 p.m.
Location: The Platinum Hotel, 211 E. Flamingo Rd.
Details: Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters has to offer. Open to all VYP members and guests. Cost is \$45.00 every six months.

Hosted by:



11

Business Education Series (BES) Public Speaking

When: Wednesday, February 11
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
 7:30 - 9:00 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Program: "Presentations with a Purpose"
Speaker: Darren LaCroix, World Champion of Public Speaking
Details: Learn his secrets for becoming a powerful and effective speaker! Cost is \$35 for Chamber members with a prepaid reservation, \$50 for non-members with a prepaid reservation and \$55 for all walk-ins.

Sponsored by:



Office DEPOT

12

Vegas Young Professionals (VYP) Fusion Mixer



When: Thursday, February 12
Time: 6:00 - 8:00 p.m.
Location: Brand Steakhouse at Monte Carlo Resort & Casino, 3770 Las Vegas Blvd. South
Details: Join VYP for our February Fusion Mixer at Brand Steakhouse, located in the heart of Monte Carlo Resort & Casino. Brand Steakhouse fuses modern fine-dining with elegant nightlife to create an epicurean experience. Enjoy drink specials, complimentary hors d'oeuvres and the opportunity to mix and mingle with fellow VYP members. Cost is \$10 per person. Register online at www.vegasymp.com or call Joanna at 702.735.2196.

Hosted by:



17

Vegas Young Professionals (VYP) Business 101



When: Tuesday, February 17
Time: 11:30 a.m. - Noon Registration & networking
 Noon - 1:00 p.m. Program & lunch
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: The Business 101 Series is one of the newest programs VYP has to offer. This event allows VYP members to come together over lunch and have an interactive experience with a panel of experts on a certain topic. This month we'll focus on human resource issues in this tough economy and making yourself the most valuable employee you can be. For more information on our speakers, visit www.vegasymp.com. This event is open exclusively to VYP members. Cost is \$25 per person. RSVP by emailing vyp@lvchamber.com or call Joanna at 702.735.2196

Sponsored by:



18

TBAN February Luncheon

When: Wednesday, February 18
Time: 11:45 a.m. Registration & networking
 Noon - 1:20 p.m. Lunch & program
Location: Cili, 5160 Las Vegas Blvd South at Bali Hai Golf Club
Speaker: Tom Axtell, General Manager of Vegas PBS
Topic: Green Technology
Details: Tom Axtell has been General Manager of Vegas PBS. Cost is \$35 for prepaid reservations and \$45 for walk-ins. RSVP by calling 702.586.8689 or visit www.tban.us.



18

Membership Power Luncheon-Customer Service

When: Wednesday, February 18
Time: 11:30 a.m. Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Flamingo Las Vegas
 3555 Las Vegas Blvd. South
Speaker: John Wilcox, President, Irwin Union Bank
Details: How can you differentiate yourself in a down economy? By becoming a trusted advisor to your customers and focusing on what you can do for them instead of what you can't do. Irwin Union Bank President John Wilcox will provide insight into a new brand of customer care. Chamber members \$50 with a prepaid reservation and non-members \$65 with a prepaid reservations.

Sponsored by:



HEALTH PLAN OF NEVADA
 A UnitedHealthcare Company

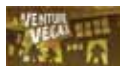
25

Vegas Young Professionals (VYP) Excursion: The Ultimate VYP Challenge



When: Wednesday, February 25
Time: 6:00 - 8:00 p.m.
Location: Town Square Las Vegas
 6671 Las Vegas Blvd. South
Time: 5:30 - 6:00 p.m. Registration & networking
 6:00 - 8:00 p.m. Challenge
Cost: \$15.00 per VYP member \$50.00 per team of four
Details: Teams must strategize the best route to locate and earn the most points from a Challenger without risking everything. The challenge is smart, savvy and high-tech as the events take on amazing twists and turns throughout Town Square. Open to VYP members and guests. Each team of four must have at least one VYP member. Register on vegasymp.com or call Joanna at 702.735.2196.

Sponsored by:



26

President's Club and Board of Advisors Mixer- Exclusive Event

When: Thursday, February 26
Time: 4:00 - 4:30 p.m. Check-in & networking
 4:30 - 5:30 p.m. Program
 5:30 - 6:30 p.m. Mixer
Location: Cili, 5160 Las Vegas Blvd South at Bali Hai Golf Club
Details: Featured speaker is Steve Hill, chairman of the Las Vegas Chamber of Commerce Board of Trustees. This complimentary event is open exclusively to members of the Chamber's President's Club and Board of Advisors.

Sponsored by:



President's Club



President's Club Member



President's Club Member



President's Club Member



President's Club Member

Spotlights

Clay Bloxham President and Co-Founder Pay Pros, Inc.

Born and raised in Las Vegas, Clay Bloxham is president and co-founder of Pay Pros, Inc. Pay Pros offers a full suite of business administrative service solutions ranging from payroll programs to human resource operations, all with packaged pricing that can be tailored to best suit your business needs. Pay Pros is a Professional Employer Organization (PEO) outsourcing company specializing in small to medium-sized businesses. Pay Pros handles your administrative operations so you can focus on the core purpose of your actual business without the hassles.

Bruce Ford Chief Operating Officer Community Bank of Nevada

Bruce Ford serves as chief operating officer of Community Bank of Nevada. Ford has more than 22 years of banking experience, serving in a number of capacities within the banking industry. Ford holds a Bachelor of Science degree from UNLV in Business Administration, with a major in Finance. Ford is a graduate of the Pacific Coast Banking School and the Graduate School of Retail Bank Management. He is also a graduate of Leadership Las Vegas and an active member of the UNLV Alumni Association.

Bryan Hill Market President Irwin Union Bank

In March 2008, Bryan Hill joined Irwin Union Bank as market president. He oversees all commercial and retail banking operations in Southern Nevada. Previously, Hill spent 20 years with Bank of America, where he served as a member of the Executive Management Committee. Hill is a graduate of the University of Nevada, Reno as well as a Certified Treasury Professional and Six Sigma Greenbelt. Hill volunteers for Big Brothers Big Sisters, Habitat for Humanity and Junior Achievement, and has been recognized as a Leadership Giver by United Way.

Gary Webb President The Goyak Group

Gary Webb is a highly decorated, results-driven program manager with extensive knowledge of Department of Defense enterprise infrastructure, command and control systems simulations, systems engineering and support. He leads the core practice areas of The Goyak Group™ as president. Webb has presented to the President, Congress and staffers, four star generals and the Air Defence University in India. He was the only U.S. Air Force member of the Army Council of Colonels. His safety programs have received awards from NATO and the U.S. Air Force.

Board of Advisors Spotlights



Brett A. Axelrod Shareholder, Business Reorganization & Bankruptcy Gaming Greenberg Traurig, LLP

Brett A. Axelrod, a shareholder in the Greenberg Traurig's business reorganization and bankruptcy group, focuses her practice on the representation of Chapter 11 debtors, unsecured creditors' committees, purchasers of bankruptcy assets and secured creditors. She is the director of the Nevada chapter of the Turnaround Management Association and a member of TAGLAW, the American Bankruptcy Institute and the Las Vegas Business Forum.



Chuck Bombard General Manager TPC Summerlin

Chuck Bombard started with PGA TOUR Golf Course Properties in 1991 at TPC Sawgrass. He was promoted to general manager of TPC Las Vegas in 1996 and became general manager at TPC Summerlin in 2001. He is responsible for every aspect of the operation and serves as chief operating officer of the club. Formerly, Bombard was director of golf operations for La Paloma Country Club/Westin Hotels in Tucson. He has been a PGA Member since 1985 and a CMAA Member since 2001.



Allan G. Creel President Creel Printing

Allan G. Creel is president of Creel Printing, the 49th largest print enterprise in the nation. A third-generation printer, Creel has spent his entire career with the company, holding critical positions in manufacturing, estimating and sales. His commitment to quality is key to Creel Printing's superior reputation and ongoing industry awards. A member of PIA/GATF, NAPL and the Web Offset Association, Creel holds a B.S. in Business Management from Bentley College.



Mike Cutsey President FDM4 America Inc.

FDM4 America Inc. is an enterprise solutions company that develops, implements and supports ERP, eCommerce, and RF Warehouse Management Systems. FDM4 America expanded operations to Henderson in April 2008 to provide support to its customers in the west, including Hawaii. As President of FDM4 America, Mike Cutsey has more than 20 years of experience in information technology design, deployment and integration. Cutsey is responsible for development consulting, company operations and processes, oversight of field services and overall customer satisfaction.



Mark Dukes General Manager Red Rock Harley-Davidson

Red Rock Harley-Davidson is the premier Harley-Davidson dealership, featuring 104,000 square feet of Harley-Davidson motorcycles, merchandise, genuine parts and accessories. Red Rock Harley-Davidson is an authorized Harley-Davidson service center. Mark Dukes, general manager for Red Rock Harley-Davidson, has more than 24 years of experience in the motorcycle industry. He relocated to Las Vegas in 2005 to take the position of sales manager at Las Vegas Harley-Davidson.



Stefan Gastager
President
Hofbrauhaus Las Vegas

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer and coziness - "Gemütlichkeit" - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer and Anton Sinzger spent three years making Hofbrauhaus a reality. They have created an authentic replica of the Munich Hofbräuhaus that was originally commissioned in 1589 by King William V.



Dan Mohr Jr.
Founder
Axiom Imaging of Las Vegas

Dan Mohr Jr. is founder of Axiom Imaging of Las Vegas, the first upright MRI facility in Nevada to offer scanning in a comfortable seated or standing position. He graduated from the Citadel, majoring in history, and was drafted by the Denver Rockets (now Denver Nuggets). He earned a Masters in History from Appalachian State University and completed advanced studies at the New York Institute of Finance. Mohr has taught in the University of North Carolina system and administered successful East Coast businesses.



William (Bill) Isgrig
Founder, CEO
RIM Solutions, LLC

As CEO of RIM Solutions, LLC, Bill Isgrig is responsible for the company's long-term growth. Isgrig brings his extensive management and technical skills to RIM Solutions, LLC. After receiving his degree in business administration from the University of Nebraska, he held several senior information technology positions. Isgrig has proven that a business can be successful and still conduct itself with the utmost integrity and honesty. RIM Solutions offers document imaging, storage and hosting services.



Louie Nehme
President & CEO
Deposit Alternative

Louie Nehme is the president & CEO of Deposit Alternative, the first deposit bonding company in the United States. He has more than 15 years experience in finance and real estate. Nehme founded a deposit bonding company in Australia in 1998 and another in New Zealand in 2002. He is a recognized industry leader and specialist at an international level. Nehme currently serves as a director of the Australian and New Zealand groups, overseeing the business development and strategic direction of growth for international operations.



Corey Jenkins
President and COO
Jenkins Enterprises

Las Vegas native Corey Jenkins is president and COO of Jenkins Enterprises, a closely-held group of holdings including: SAVMOR Car Rental, Master Lease Plan, C/JG Investments and Dollar Rent A Car Utah. Jenkins is a graduate of Leadership Las Vegas, a member of the Nevada Bar Association, American Bar Association and Young Presidents' Organization. He serves on the board of directors of World Spark, Advisory Board of Public Education Foundation, and is involved with Boys Town Nevada and Therapy Dogs Association. He also serves on the Las Vegas Chamber of Commerce Board of Trustees.



David Story
Chief Executive Officer
Majestic Peak Trading

David Story is the founder and CEO of Majestic Peak Trading. In 2005, he began trading futures and became a successful trader. Story began developing his own trading methodology in 2006, and two years later, launched Majestic Peak Trading, a comprehensive trade management solution available to retail futures traders through PFGBEST.com. Prior to his trading career, Story was successful in founding and selling businesses in a wide array of industries.



Nicholas Larez
General Manager
Hampton Inn & Suites by Hilton Hotel

Nicholas Larez is general manager of the Hampton Inn & Suites by Hilton Hotel at McCarran International Airport. His management responsibilities include overseeing hotel operations, sales, marketing, strategic planning and community development. He has opened and operated various hotel projects under top-branded flags throughout the Western United States. In 2007, Larez was named "Young Hospitality Leader of the Year" by Hilton Hotels Corp. for outstanding guest satisfaction/reviews.



Scott Sullivan
Founder/CEO
Caring 4 Kids Foundation

Scott Sullivan is the founder and CEO of Caring 4 Kids Foundation, a 501(c)3 charity which feeds homeless and in-need children in the valley through financial and in-kind donations. Sullivan began his philanthropy by assisting displaced families from Hurricanes Katrina and Rita. Sullivan has been appointed the title of "International Peace Ambassador to the United Nations" for his work eradicating youth hunger in the U.S. In addition, Sullivan continues his work as a motivational speaker and business coach.



Jennifer Mahar
Publications and Advertising Director
Las Vegas Publications

Las Vegas Publications is the official publisher for the Las Vegas Chamber of Commerce *Buyer's Guide* and *Membership Directory* and *Relocation Guides*. Jennifer Mahar manages the publication's editorial content, advertising, marketing, circulation and staff. Mahar spent more than three years as director of operations for MBC. She oversaw the design, development and operation of an international incentive marketing program for MasterCard®, centered on the private label co-branding of loyalty and microchip-embedded financial cards.



Dr. Srinivas Vuthoori
Co-founder
Urgent Care Centers of Nevada

Dr. Srinivas Vuthoori is a physician and an entrepreneur. He founded and chairs Scryptions International, a global medical transcription company, and the MYR Corp., a medical billing company. Vuthoori practices as a hospitalist in the valley and co-founded the Urgent Care Centers of Nevada, a state-of-the-art healthcare facility. He is the Nevada State Committee leader for the USINPAC. He will serve as a vice president of global business development for the new Las Vegas Indian Chamber of Commerce.



Roberto's Taco Shop is proud to announce the grand opening of its two newest Mexican fast food restaurants in Las Vegas, 7080 S. Jones Blvd., Ste 102, 702.876.0030 and 8060 Blue Diamond Rd., Ste. 100, 702.361.0699. Both locations are open 24 hours a day. Roberto's offers fresh, quality food at more than 25 Las Vegas locations.



Maurices caters to the savvy, fashion-conscious customer with a 20-something attitude. It stands for fashion, quality, value and customer service. Offering sizes 1-24, its styles are inspired by the girl in everyone, in every size. Located in the Arroyo Market Square at Rainbow and the I-215, 7235 Arroyo Crossing Pkwy. 702.263.4898, www.maurices.com



The Wal*Mart family is proud to announce the grand opening of a new store on 3075 E. Tropicana Ave. **Wal*Mart** specializes in saving people money so they can live better. 702.217.8073 www.walmart.com.



Studio 222 Personal Training Center is an eco-savvy, private personal training studio at 8645 W. Flamingo Rd., Ste. 104, where clients receive 100% of its attention. Small group classes are also available. www.studio222lasvegas.com, 702.769.2991.



Brennan Media Group is proud to announce its new opening. Specializing in concept marketing, rebranding, seasonal and one-time campaigns to full year-round service, Brennan Media Group strengthens brand awareness. 702.818.1072, www.brennanmediagroup.com



Richard A. Perlman, enrolled agent, is proud to announce the opening of a tax preparation consulting office at 9550 S. Eastern Ave., Ste. 253. Perlman has a 30-year IRS career and offers tax problem resolution. 702.589.7557, enrolledagent.grnval@me.com



Forte Entertainment Group is proud to announce the grand opening of its Las Vegas location of **The Grape Wine Bar & Bistro** at Town Square, 6599 Las Vegas Blvd. S. 702.220.4727 www.thegrape.com



1st International Bank is proud to announce the grand opening of its Las Vegas corporate headquarters. The branch is located at 6822 W. Sahara Ave. and is an SBA preferred lender. 702.777.9988, www.fibtx.com



Nevada First Lady Dawn Gibbons and AmeriFace Executive Director Debbie Oliver kicked off the rebranding campaign for **AmeriFace**, a Las Vegas-based national nonprofit organization which provides information and emotional support to individuals with facial differences and their families. www.ameriface.org, 888.486.1209.



A1 Dental Clinic and Laboratory is proud to announce the grand opening of its new location at 9073 W. Post Rd. The clinic specializes in implants, dentures, bridges, and other services. 702.243.9594.



PC Laptops is proud to announce the grand opening of its 9th location at 4160 S Fort Apache Rd. Ste C. Its products are made in the USA and backed by a lifetime service guarantee. 702.949.5893, www.pclaptops.com

December 10: 2009 Board of Trustees Installation Luncheon



Your 2009 Chamber of Commerce Board of Trustees: Standing: Michael Yackira, Bart Jones, Michelle Tell Woodrow, Hugh Anderson, Bob Ansara, Michael Bonner, Kara Kelley, Nancy Wong, Vicki VanMeetren, Larry Singer, Bruce Spotleson, Gina Polovina, Corey Jenkins. Seated: Cornelius Eason, John Wilson, Fafie Moore, Steve Hill, Kristin McMillan, Kevin Burke, Richard Worthington.



Steve Hill is sworn in as Chairman of the Chamber's Board of Trustees by Commissioner Rory Reid.



Former Governor Kenny Guinn joined Robert Forbuss, Mark Brown, Steve Hill and Kara Kelley at the Installation Luncheon.

Chamber

News ...continued from page 4

to a number of Chamber member approved mailing houses to coordinate your direct mail campaign efforts. Member mailing lists are secure, reliable and affordable. Access is available exclusively to Chamber members.

Virtual Wedding Guide: More than 100,000 weddings take place in Las Vegas every year. How much of that business is your company getting? The Chamber's Wedding Guide went high-tech in 2008. Now greener and on-line the Virtual Wedding Guide provides 24/7 access to consumers across the globe. The guide features chapels, florists, limo companies, bridal & tuxedo shops, caterers, musicians, beauty salons, spas and many other wedding-related businesses. Make sales bells ring and consider placing your advertising in the Chamber's Virtual Wedding Guide at www.lvchamber.com/wedding-guide/.

Online Advertising: Chamber internet/web options are varied, with cost-effective, targeted advertising opportunities available for every budget. From display and banner ads to hyperlinks, text ads and mapping features, the Chamber's website, www.lvchamber.com, offers extensive exposure and numerous opportunities to reach your prospective customers. With more than 85,000 unique visitors and nearly 200,000 page views per month is an effective and powerful marketing tool. Other Web specials include specially-priced "Impact Special" and "50-

word description" products as well as animated flashing banner ads that give members prime exposure to the Chamber's premium website pages. Exposure on www.lvchamber.com can make your company a "first choice" when people are searching for information on Las Vegas businesses. A presence on the Chamber's site can also help generate increased traffic to your company's site!

To learn more about Chamber Advertising products and services that can positively impact your business, contact Advertising Manager Jackie Chambers at 702.586.3811 or e-mail jchambers@lvchamber.com.

Chamber supports Earth Hour 2009

Earth Hour 2009 aims to reach more than one billion people in 1,000 cities around the world, inviting communities, business and governments to switch off lights for one hour at 8:30 p.m. on Saturday March 28, sending a powerful global message that we care enough about climate change to take action. Earth Hour 2009 is a



global call to action to every individual, every business and every community. The Chamber is supporting this effort locally. To learn more about how your business can be involved, visit www.earthhour.org. ■

Focus Las Vegas Get the insider's view of Las Vegas



"In two days of Focus Las Vegas, I made more contacts than I've made in six months."

—Nicole Wolf, Harrah's Entertainment, Inc.

Focus Las Vegas is a concentrated enrichment program for executives in Las Vegas. Participants enjoy an accelerated, two-day integration into the social, political and business systems of Las Vegas. **The next Focus Las Vegas sessions will be held on May 5 and 12, 2008. Register today.**

Sponsored by:



Call 702.641.5822, or log onto
www.lvchamber.com for more information.

**Focus
Las Vegas**

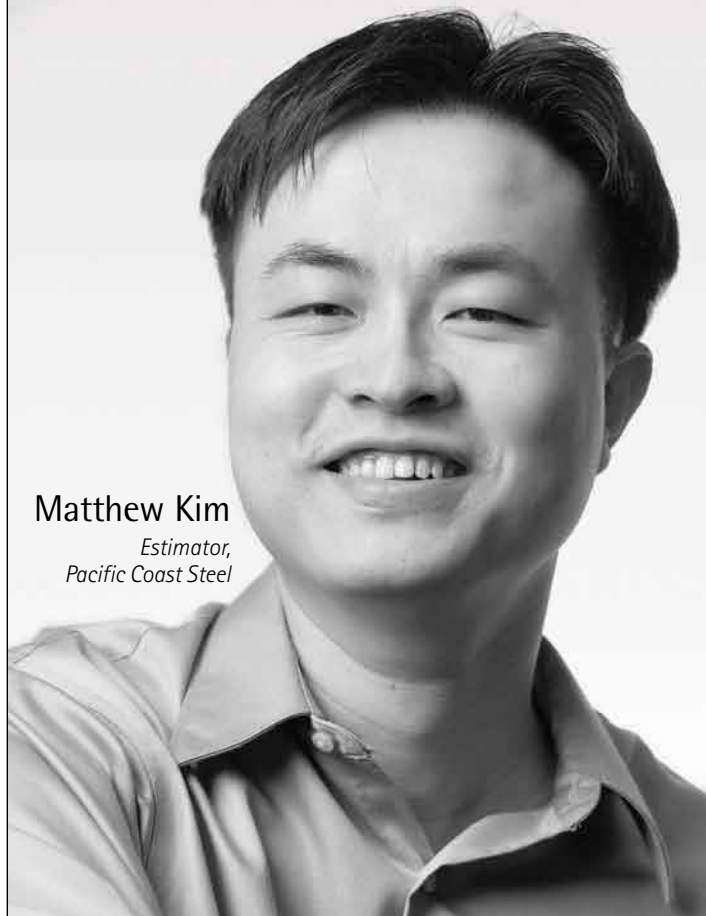
Las Vegas Chamber
of Commerce

Crunches numbers. Gets the big picture.

KNPR listener.

"I'm a KNPR junkie. Everywhere I go, I'll put it on. It's very smart radio. It's how I start my day."

NEWS 88.9 NEVADA PUBLIC RADIO
knpr
Your World of Information



Matthew Kim

*Estimator,
Pacific Coast Steel*

New President's Club

American Shooters
Michael Millett

The Goyak Group
Gary Webb

New Board of Advisors

Dean's Place
Dominic Tedesco

Hit N' Run Entertainment
Ryan Kerr

Info USA
Tom DeFloria

P.G.A. Golf Club
Coyote Springs
Josh Whellams

New Premier Members

ICE Show from Russia
Sergey Ryshkoff

New Members

A1 Dental Clinic
Kim Jong

Advanced Accounting & Tax Service
Luke Joseph

Advanced Aesthetics
Mary Sullivan

Alquimia USA
Mauricio Delos Reyes

American Family Insurance
Linda Valenzuela

American Shooters
Melissa Long

American Shooters
Bill Kent

American Shooters
John Velasquez

American Shooters
Reggie Johnson

American Shooters
Ken Horn

American United Title
Gina Thomas

Appreciation
Terry Kennedy

Avenue A Pizza
Michael Buono

Back 9 Grill
Richard Hogan

Beks Group
Brian Beckes

Beltone Hearing Aid Center
Edward Conover

Blind Guys Installation
Angelo Branchaccio

Botl'z Bistro
Vicki Cszmadia

Buckley King
Galina Jakobson

Business2Business
Donna Wynne

C & V Consulting Svcs, LLC
Vicky Alvarez

C 12 Group Las Vegas
Ed Segalla

Carpet Sharks
Paul Dicianno

Century 21 Express
Aadvantage Gold
Barbara Doerr

CM Murtagh Development
Chris Murtagh

Corporate Concierge Services
Marcia Panuzio

Courage Brands, Inc
Mona Sagui

Creative Sales & Marketing, LLC
Janie Do

Credentialing & Medical
Quennie Manuel

Crovetti Orthopaedics & Sports Medicine
Michael Crovetti

Dean's Place
Giovanni Pastorella

Dean's Place
Charlie Keenan

Diversity Group Printing & Promotion
Gina Bruner

Do It Right Janitorial and Maintenance Service
Tyrone Peyton

Element 7
Jammie Hsu

Family Promise
Terry Linderman

Farr Cooler, LTD
Stephen Farr

Fish Tales Photography
Charles Boxwell

Freedom Medical Supplies
Brad Maurer

Global Transportation
Walter Carter

The Goyak Group
John Goyak

The Goyak Group
Paul Black

The Goyak Group
Roger Roberts

The Goyak Group
David James

The Goyak Group
Beth Utiger

Grannz's Beauty Center
Sumayah Hodges

Hit N' Run Entertainment
Stacey Knappetz

Hit N' Run Entertainment
Ryan Kerr

Hit N' Run Entertainment
Stacey Knappetz

Hudson Property Management
Wanda Hudson

Humana IncGuidance Center West
Dixon Keller

Info USA
Matt Burnsworth

Info USA
Mike Linton

Ital Stone, Inc.
Gianfranco Ventre

J & Q Associates, LLC
Minni Jiane

Jays Plumbing & Service
Curt Whitaker

Jenna Dosch Photography
Jenna Dosch

Jet Luxury Resorts
Richard Brosal

Jubilee Worship Center
Darrell Bowman

JV Artistry and Designs
Jody D'Agostino

JV Artistry and Designs
Victor D'Agostino

Law Offices of Barry Levinson, A Professional Corporation
Barry Levinson

Lawson & Blevins Insurance
Jim Paret

Life Made Easy 4 U, LLC
Melanie Greenberg

Lone Mountain Biotechnology & Medical Devices
Geraldine Garnick

New Members & Anniversaries

Lydia Kimble

Manring Residential Heating & Air
Robert Manring

Medical Neurology
Dr. Bess Chang

Monaco Las Vegas
Eric Island

MonaVie
Randy Warren

Morris Pickering & Peterson
Steve Morris

National Cargo Carriers, Inc.
Michael Fornarotto

Nellis Gardens, LLC
Jewel Dixon

Orbital International, LLC
Gary Tsai

P.G.A. Golf Club Coyote Springs
Brad Mamer

P.G.A. Golf Club Coyote Springs
Mike Sizemore

Pacific Electric, Inc.
JeanGuy Gaumond

**Palm Northwest Mortuary
& Cemetery**
Kelley Browder

Paul Bodner & Associates
Paul Bodner

**Pinkerton Consulting
& Investigations**
Jason Porter

**Pinkerton Consulting
& Investigations**
Miguel Martinez

Postnet
Irene Fenolio

Print Specialists
James Mulligan

The Regency Lounge
Dan Gibson

Richard Dougall
Beneficial Financial Group
Richard Dougall

Send Out Cards
James Wedewer

Shumway Van Law, Chtd
Michael Van

SRM Enterprises, LTD
Stanley Milonas

St. John Company Store
Carla Cortez

Steven Shofner Photography
Steven Shofner

Stewart & Strauss, LLC
Alan Strauss

Switch Communications
Missy Young

The Helping Hand Foundation, Inc
Sharon Reid

TM2
Dave Blake

Towne Center Escrow, LLC
Steve Williams

TRA Las Vegas
Charles Badami

US Web, LLC
Dale Duyan

Yoder Insurance Agency, LTD
Dale Yoder

Happy Anniversary!

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **FEBRUARY 2009**.

TWENTY+ YEARS

J.A. Tiberti Construction Co., Inc.

- Lic. # 04632 AB **(58)**

GES Exposition Services **(53)**

IBM Corp. **(53)**

KNEWS Radio/KNUU Radio **(47)**

HAJOCA/Kelly's Pipe & Supply **(45)**

The Spanos Corp. **(33)**

The Molasky Group of Companies **(32)**

Opportunity Village Arc **(31)**

Fashion Show **(28)**

Las Vegas Convention

& Visitors Authority **(28)**

Saks Fifth Avenue **(28)**

American Red Cross, Southern

Nevada Chapter **(26)**

Academy of Hair Design **(25)**

Fair, Anderson & Langerman **(24)**

Nevada Development Authority **(24)**

Plant-It Earth **(24)**

Value Self Storage **(24)**

Morrissey Insurance **(23)**

McDonald Carano Wilson LLP **(22)**

Shamin N. Nagy, MD **(22)**

Store-N-Lock **(22)**

Callister & Reynolds **(21)**

FIFTEEN YEARS

Coach USA & Gray Line Tours

TEN YEARS

Academic Dermatology of Nevada

The American Institute

of Architects

Caminar

Century 21 Trendsetters, Inc.

Clark County - Las Vegas Township

- Constable's Office

Gay & Lesbian Community Center of
Southern Nevada

Global Intelligence Network,

LLC- Lic. #883

Golden Rainbow

Grady & Associates

Pilot Freight Services

Regal Upholstery

T & F Marble & Granite, Inc.

FIVE YEARS

Arrowhead Armored

Law Offices of Corey B. Beck

Casino, Hotel & Resort Consultants, LLC

Chocolate Swan, LLC

Coast to Coast Consulting

Fleet Truck & Auto Repair

Glennen, Robert

Harris, Fred Trucking

Healthsouth-Hospital at Tenaya

Herbsthelp Corp.

Jock Shop

The Kids Room

Konica Minolta Business

Solutions, USA

Laboratory Medicine Consultants

Lee, Benson and Associates

Lehrner, Marilyn

Lovaas & Lehtinen, P.C.

LR Brushworks

Ready Cleaning Services

Sage Commercial Advisors, LLC

See's Candies

The Spa at Lakeside

Theming & Millwork Concepts

Warren's Homework

Legislative reform agenda for 2009... *continued from front page*

Program (PEBP). The report stated that the State Retiree Health Insurance Subsidy currently has a \$4 billion unfunded liability and has no mechanism in place to fund this commitment, according to the report. In addition:

- Nevada treats the subsidy on a pay-as-you-go basis, making payments from the General Fund to pay only the current year's premium for current retirees.
- The current year premium for FY2009 is \$44 million, representing just 15 percent of the \$287 million Annual Required Contribution (ARC), the actuarial amount necessary to pay the unfunded liability in 30 years.
- Retired employees are eligible for the subsidy with as little as five years of service, and there is no lifetime cap on the subsidy.

Reform priorities with regard to PEBP: support legislation that eliminates the PEBP retiree health care subsidy for all new employees; reduces the PEBP retiree health care cost for all current employees; and eliminates PEBP retiree health care subsidy for all current employees when they become eligible for Medicare.

Priority 3

The third set of priorities touch on public employee compensation, as detailed by the first two reports released by the Chamber in June 2008. The first report focused on the disparity between pay in the private and public sectors. The second report compared Nevada's public employees' salaries to the national average. The findings of both reports provided the Chamber with the following facts:

- Nevada's average local government employee pay ranks 8th highest among public sector pay in the 50 states and the District of Columbia.
- On average, a Nevada public sector employee is paid roughly 28% more than a private sector employee in a similar job classification.
- Nevada's average state public employee earns 102.4% of the national average paid to public sector employees, while local government employees in Nevada, excluding teachers, make 131% of the national average.

Reform priorities with regard to public employee compensation: support legislation that aims to bring local and state government employees' wages more in line with those of the private-sector by bringing transparency to

the collective bargaining process; and provides balance to the provisions contained in NRS 288 governing the arbitration process.

Priority 4

The final set of reform priorities for the 2009 Legislative session is a result of the sixth report in the series that dealt with the current budgeting practices of Nevada. The report found that "the combination of an illusory state expenditure cap, a propensity to underfund reserve accounts and the common practice of using one-time surpluses to capitalize recurring government programs have as much to do with the state's current budget crisis as the continuing economic slowdown." In addition, the report found that:

- Although the Legislature has passed budgets with some reserves, the amounts have been significantly less than the reserve amounts that are allowed.
- Current budget practices put essential programs at unnecessary risk by adding new programs and services during surplus years without sufficient resources to fund these additions into perpetuity.
- State law includes a "largely illusory" expenditure cap. In fact, only the Governor's General Fund Budget is affected and even he or she has the discretion to recommend placing revenues and expenditures in non-general fund areas of the budget and outside the reach of the statutory cap. The Legislature can spend any amount it deems necessary, as long as funds are available.

Reform priorities with regard to state budgeting practices: support legislation that modifies the existing Budget Stabilization Fund to make the fund a more viable tool to mitigate any impact the economy may have on the General Fund and the operation of state government; and support legislation that creates a "rainy day" fund for K-12 education funded by reversions that now go to the State's General Fund.

The Las Vegas Chamber of Commerce is committed to the long-term fiscal stability of our state. With the above reform priorities touching on public employee compensation, benefits and state budgeting practices, the Chamber will strive to be the community steward needed during these times of economic uncertainty to ensure our state is on a sustainable fiscal path.

For more information regarding the Chamber's reform agenda or any legislative updates visit www.lvchamber.com or contact the Chamber's Government Affairs department at 702.641.5822. ■

Chamber Upcoming Events: March 2009

5 Minute Networking

When: Thursday, March 5
Time: 5:00- 5:30 p.m. Check-in
5:30-7:00 p.m. Program and mixer
Location: Hampton Inn & Suites McCarran Airport
Details: Speed networking returns in 2009. Cost is only \$35 for Chamber Members, \$45 for non-Chamber members and \$50 for walk-ins.
Sponsors: Office Depot and Hampton Inn & Suites, McCarran Airport

Business Education Series

When: Wednesday, March 11
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Suite 300 at Town Square
Details: Social Media expert Cheryl Bella will get attendees practical strategies to help implement a social media campaign for any business. Cost is \$35 for members with a prepaid reservation, \$50 for future members with a prepaid reservation and \$55 for all walk-ins.
Sponsors: Wells Fargo and EMBARQ

Membership Power Luncheon

When: Wednesday, March 18
Time: 11:00 a.m. - Noon Registration & networking
Noon - 1:00 p.m. Program & lunch
Location: Four Seasons Hotel
3960 Las Vegas Blvd. South, Suite 300 at Town Square
Details: Mac McIntire, President Innovative Management Group- How to Survive and Thrive in the New Economy Mac McIntire, President of Cost is \$50 for members with a prepaid reservation, \$65 for future members with a prepaid reservation and \$70 for all walk-ins.
Sponsor: NV Energy

Chamber Voices Toastmasters

Become the speaker and leader you want to be!



Conquer fears. Express ideas. Succeed with Chamber Voices Toastmasters. The Chamber offers its members a public speaking club to help them hone and develop presentation

skills. This professional development program is held every two weeks and is perfect for Chamber members looking to improve their speaking abilities. No RSVP is required.

Guests may attend at no charge.

Monthly on the

2nd & 4th Wednesdays

10:30 a.m. - Noon

Las Vegas Chamber of Commerce Conference Center

Club dues are \$45 every six months

For more information regarding Chamber Voices Toastmaster Club visit us online at www.lvchamber.com.

Las Vegas Chamber of Commerce



We BUILD AMERICA

The Nevada Contractors Association is the largest signatory construction trade group in the state. The nonprofit organization is dedicated to serving and protecting the construction industry, and insuring the rights of its members. We represent the biggest, oldest and prominent contractors in Nevada. We "Build America."



(702) 222-0320

Nevada Contractors Association
www.nevadacontractors.org

From my desk... *continued from page 3*

latest news from Carson City. Some messages will even ask for members to act. These messages will be marked as CALLS-TO-ACTION.

“Call-to-action” is the term used for a communication that is sent to a grassroots base urging advocacy on a particular issue. For instance, there may be a piece of legislation the Chamber supports, but some legislators oppose. If this

is the case, a call-to-action from Advocacy in Action will be deployed to Chamber members. Within the call-to-action will be information on the issue, a suggested advocacy message to legislators and a link to send a message directly to legislators. The goal is to have enough members contact their legislators to turn opposition into support. If enough support is gathered, the legislation may

advance, or be rejected depending on the case. This may seem like a long process from start to finish, but all of this can be accomplished with one click of a button.

The “one-click” call-to-action method is designed to make involvement in the legislative process less daunting and more effective. For Chamber members who want to play a more active role in grassroots advocacy, the Key Contact Program may provide the outlet they seek.

The Key Contact Program is a more intense form of grassroots activism. Key Contacts volunteer to develop working relationships with the 63 legislators who make up the Nevada Legislature and be the main point of contact between legislators and the Chamber. For more information on being a part of the Key Contact Program, call Andy Fegley at 702.586.3816 or e-mail afegley@lvchamber.com.

The laws passed during the 2009 Legislative session may affect the business community. It is imperative for members of the Las Vegas Chamber of Commerce to be as engaged as possible in the process. Through the Advocacy in Action program, the Chamber will keep you and the people you employ updated with the actions taking place in Carson City.

Chamber members can expect to have several messages from Advocacy in Action in their e-mail inboxes from now until to June of this year. Some may be purely informational. Others may be calls-to-action. Every message is important. ■



Venture Capital and Angel investors... *continued from page 6*

Fortunately, venture capitalists are not impacted by economic downturns in the same way traditional lending institutions are because VCs rely on liquid capital rather than credit availability. Some VCs say the difficult market has made it easier to find promising companies. “There are [fewer] people right now who are just pitching,” said Guy Kawasaki in a recent *Forbes* interview. Kawasaki is managing director at Garage Technology Ventures and the 2007 Preview Las Vegas keynote speaker. “That,” says Kawasaki, “yields a better entrepreneur.”

From a small business perspective, angel investors and VCs offer a good alternative to banks in today’s environment because traditional institutions judge applicants on a series of predetermined qualifications. VCs have more latitude to judge individuals and their ideas on a case-by-case basis. Poor market conditions are also known to benefit VC funds, with investors looking at venture funds as a more viable place for

their investment dollars than private equity activities.

In the next issue of *The Business Voice*, we’ll start looking at the specifics of what it takes to attain VC or angel investment dollars. ■

NCET, Nevada’s Center for Entrepreneurship and Technology, helps Nevadans start and grow businesses and connects them to the resources they need to succeed. NCET is an independent award-winning 501(c)(3) nonprofit organization funded by public contributions, sponsorships, program revenues and limited grants. While NCET receives no state funding, it works closely with the Nevada Commission on Economic Development. Please visit www.NCET.org for more information.

The information presented in this article is for informational purposes only and should not take the place of professional financial consultation.



BizPAC is the Las Vegas Chamber of Commerce Business Political Action Committee. Its number one priority is to protect the way Chamber members do business.

- BizPAC helps elect business-friendly policymakers
- BizPAC works to pass laws that protect business
- BizPAC ensures your interests are kept in front of elected officials
- BizPAC advocates on your behalf

A BizPAC contribution is an investment in your business.

Invest in BizPAC today!

Political Visionary	\$1,000 or \$83.33/month
Policy Driver	\$500 or \$41.66/month
Grassroots Activist	\$250 or \$20.82/month
Business Advocate	\$100 or \$8.33/month

Visit the Chamber web site to invest in BizPAC online or call 702.586.3815 to get more information.



www.lvchamber.com/invest.html

Contributions to BizPAC are voluntary and are not tax-deductible for federal income tax purposes.

Some nonprofit organizations and agencies may be prohibited from giving political contributions. Nonprofit organizations should check with their tax preparer.

Las Vegas Chamber
of Commerce

Virtual Wedding Guide

Make Sales Bells Ring!

With more than 100,000 weddings a year, Las Vegas is the "Wedding Capital of the World." Reach new consumers while they are planning their wedding with the Chamber's online Virtual Wedding Guide.

- Market to a targeted customer base
- Reach out-of-town customers before they arrive in Vegas
- Choose from a variety of ad options to fit any budget



Convenient | Affordable | Effective

www.lvchamber.com/wedding-guide/

Contact Chamber
Advertising Manager
Jackie Chambers at
702.586.3811 or e-mail
jchambers@lvchamber.com.

Las Vegas Chamber
of Commerce

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to czila@lvchamber.com or fax to Public Relations at 702.735.0320.

Do you want to get the most exposure for you next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact Christina Zila at 702.586.3834 or email at czila@lvchamber.com

Coming Events

The **University of Southern Nevada** will continue its efforts to assist its health career-driven students by funding scholarships and student services raised at its seventh annual scholarship gala, Hollywood Nights, at 5:30 p.m. on Saturday, March 28, 2009 at the Ritz-Carlton Lake Las Vegas.

CSB School of Broadcasting offers a certification course in Final Cut Pro 6 (FCP 101) from February 6-8 and a certification course in Soundtrack Pro on February 21-22. CSB also is hosting free Final Cut Pro workshop on February 28 from noon-2 p.m.

Bannerview.com is sponsoring the Turnaround Management Association's "The Economy, Gaming Industry & Las Vegas: the Present & Future." A powerhouse panel weighs in with a view to business opportunities in Nevada on February 11 from 5:30-7:30 p.m. at Ruth's Chris Steakhouse on Paradise Rd. Cost: TMA Members: \$30 Non Members: \$40

Pets are Cool is participating in Henderson's Bark in the Park on Saturday, February 28. The free event at Paseo Verde Park runs from 10:00 a.m. to 2:00 p.m. and offers dogs and their owners fun games, prizes and information.

Community Service

Windermere Real Estate's Prestige Properties offices have partnered with Councilman Ricki Barlow to help 300 families from Wendell P. Williams and Wing and Lilly Fong Elementary Schools. Each family received a Christmas tree, toys, a backpack filled with school supplies and a coat donated by Windermere Prestige Properties.

City National Bank donated more than \$5,000 in monetary and volunteer support to a variety of nonprofit groups to help the homeless, mentally challenged and needy families. Donations went to HELP of Southern Nevada and Olive Crest in Las Vegas.

Congratulations

SHArchitecture announces that Ashley Searcy has achieved LEED® accreditation.

CORE Construction was recently awarded two Best of 2008 awards from Southwest Contractor regional magazine. The Nevada State College Academic & Student Services Building was recognized in the masonry category and CORE's new Nevada office building earned the private "green" project category award.

Paul Oesterman, Pharm.D., an assistant professor and early experience coordinator at the **USN College of Pharmacy**, has been appointed chairperson for the Drug Use Review Board for Division of Health Care Financing and Policy, also known as Nevada Medicaid.

The PENTA Building Group recently was honored with two awards from Southwest Contractor's Best of 2008 Awards: one for **World Market Center**, Building C in the private project category, and another for Diablo's Cantina Restaurant in the retail/restaurant/hospitality category.

Pat Lundvall, a partner at **McDonald Carano Wilson LLP**, was recently inducted into the Litigation Counsel of America.

MATT Construction's Robert Christie received an award from the Las Vegas Chamber of Commerce and **Las Vegas Convention and Visitors Authority** for excellent customer service. Christie is an assistant superintendent at MATT's Showcase Phase III project on Las Vegas Boulevard.

Arcata Associates, Inc., was named the 2008 NASA Small Business Prime Contractor of the Year for its work at the NASA Dryden Flight Research Center in Edwards, CA. Arcata was selected from the "Best of the Best" across ten NASA centers. Over the past 19 years, Arcata Associates, Inc., has expanded the depth and breath of its technical and management capabilities supporting NASA. Arcata has made a name for itself by providing service marked by innovation, responsiveness and open communication with its customers. Arcata Associates, Inc., founded in 1979, began its partnership with NASA in 1989 with the award of a prime contract at Kennedy Space Center to provide Launch Operations Support at Vandenberg Air Force Base, California.

On the Move

Crisci Builders recently promoted Frank Barrera to project manager.

Territory Incorporated recently appointed Lori Naka to property accountant.

Guillermo Rojas has been hired as a technical consultant for **IT Strategies**.

Member Advantage Mortgage, the mortgage partner of **Community One Federal Credit Union**, announces the hire of two mortgage experts: Matthew Lorenzen and Marcos Espinoza.

Wheelin' and Dealin'

Big Traffic Mobile Billboards Worldwide recently contracted with the Luxor Hotel and Casino and **Criss Angel/Cirque du Soleil** as part of the CRISS ANGEL Believe™ marketing campaign.

Aon has concluded the acquisition of Risk, Reliability and Safety Engineering, LLC, a process safety and risk assessment firm based in Houston, Texas. RRS will be a part of Aon Global Risk Consulting.

Real Estate News

Commercial Executives recently brokered two leases valued at more than \$507,000.

Grubb & Ellis I Las Vegas recently brokered two leases valued at more than \$1,860,000.

Crisci Builders completed the interior build out for Laxalt & Nomura law offices and the interior renovation of the Carriage House recently.

Miscellaneous

Majestic Peak Trading, a newly founded supplier of exchange-traded futures and FX trading software, has launched two trading modules, SISO (Scale in, Scale Out) and MEME (Multiple Entry, Multiple Exit).

Community One Federal Credit Union has rolled out a new marketing campaign in December 2008 in an effort to better serve the local Hispanic community, including a six week television and radio ad campaign.

Correction:

The website for **DTT & Associates** was incorrect in last month's ribbon cuttings. The correct website is www.dttassociates.com

WHAT YOU **KNOW** IS JUST AS IMPORTANT AS **WHO YOU KNOW**

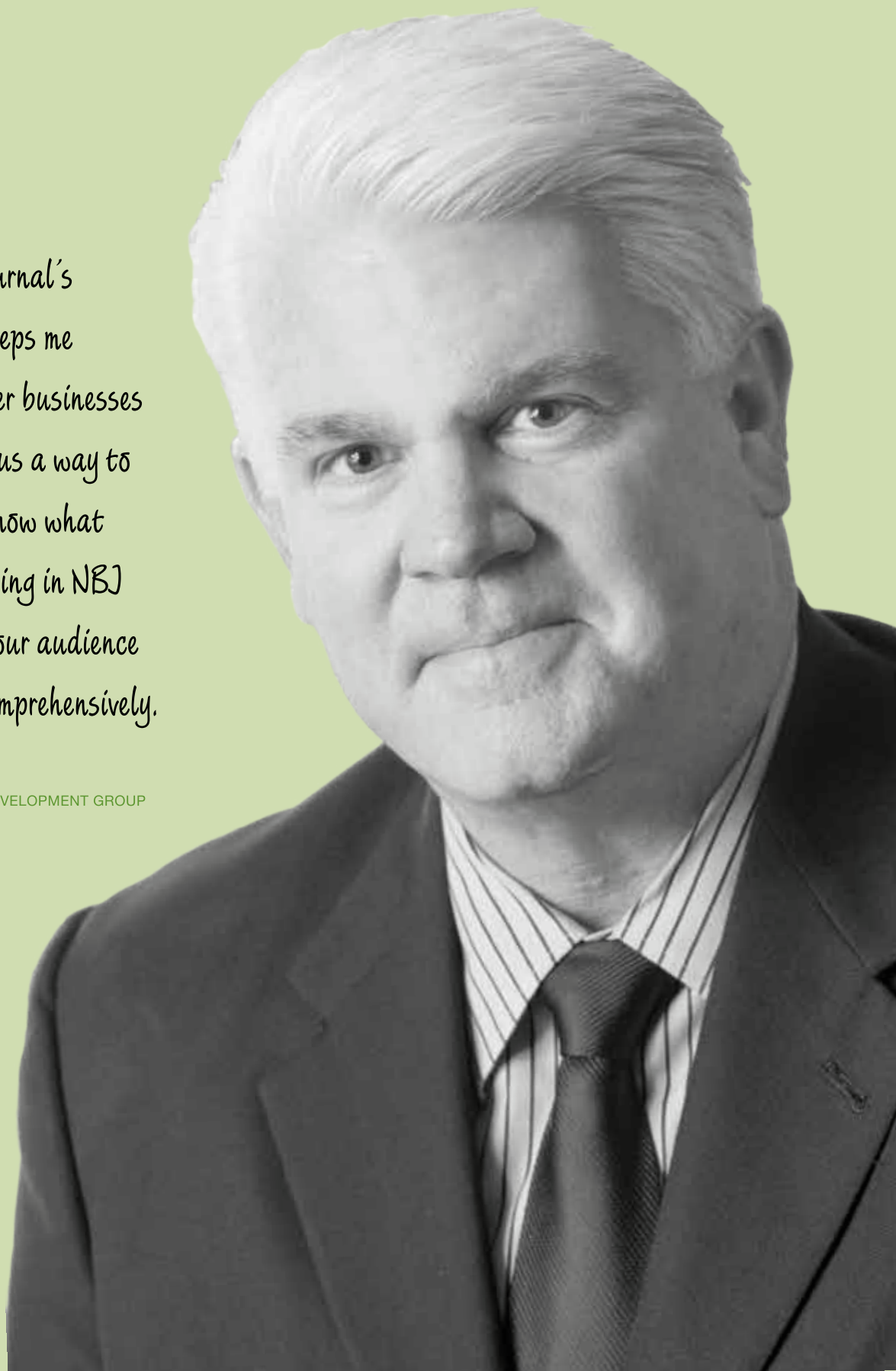
Nevada Business Journal's in-depth coverage keeps me abreast of what other businesses are doing and offers us a way to let the community know what we're doing. Advertising in NBJ allows us to target our audience and tell our story comprehensively.


RICHARD E. MYERS
PRESIDENT, THOMAS & MACK DEVELOPMENT GROUP

NEVADABUSINESSJOURNAL.COM
**Nevada
BUSINESS**
JOURNAL

ADVERTISE / SUBSCRIBE
WWW.NBJ.COM

NEVADA'S ONLY STATEWIDE
BUSINESS MAGAZINE





healthy businesses thrive

You already know how important your employees are to your small business. Providing quality health insurance is an important factor in keeping them and your business thriving. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable coverage?

Thousands of Las Vegas Chamber of Commerce member businesses with 2-50 employees are already taking advantage of the Chamber Insurance & Benefits plan.* With the bargaining power of big business, our member brokers can easily tailor a plan to suit the health insurance needs of your small business.

For more information, contact Chamber Insurance & Benefits at:

702.586.3889

www.chamberib.com



**Chamber Insurance
& Benefits, LLC**

Strength in numbers. Security of coverage.


HEALTH PLAN OF NEVADA
A UnitedHealthcare Company


SIERRA HEALTH AND LIFE
A UnitedHealthcare Company

**Las
Vegas** Chamber
of Commerce

*Some restrictions and eligibility requirements may apply. CI&B is a wholly owned subsidiary of the Las Vegas Chamber of Commerce.